

Authors:

R.KRISHNA KUMAR, G.RADHIKA, M.MANIKANDAN, ABHINAV MISHRA, YOGESHKUMAR PATEL, PRIYA BOSE.

Tata Consultancy Services, India.

Abstract:

If you query the phrase 'Preference Data Choice' on the Internet, you may find a range of text focusing on technology frameworks to support customer decision, software to manipulate data and professional 'quick tips' to attract customers. Internet marketing means an unrestricted opportunity to inundate the customers with comprehensive product information. It gives the customer a sense of choice over product selection they view on a website can result in a more positive view of the company, thereby making them more likely to buy the product. A Human-Computer Interaction should devote more attention in helping the users to make better preferential choices. The more you involve the customers in selecting an item from a category of same type, the more they grow attached to the company. It goes to an extent that they become resistant to negative information about the product.